

Indigenous Boss

Jill Setah

"I just do it because I have a vision of bringing Indigenous culture to those international stages,"



Setah is from the Yunesit'in Government and resides on the territory of the Westbank First Nation.

She's the middle child among six siblings and her own children inspired her to get into the work she does as a designer.

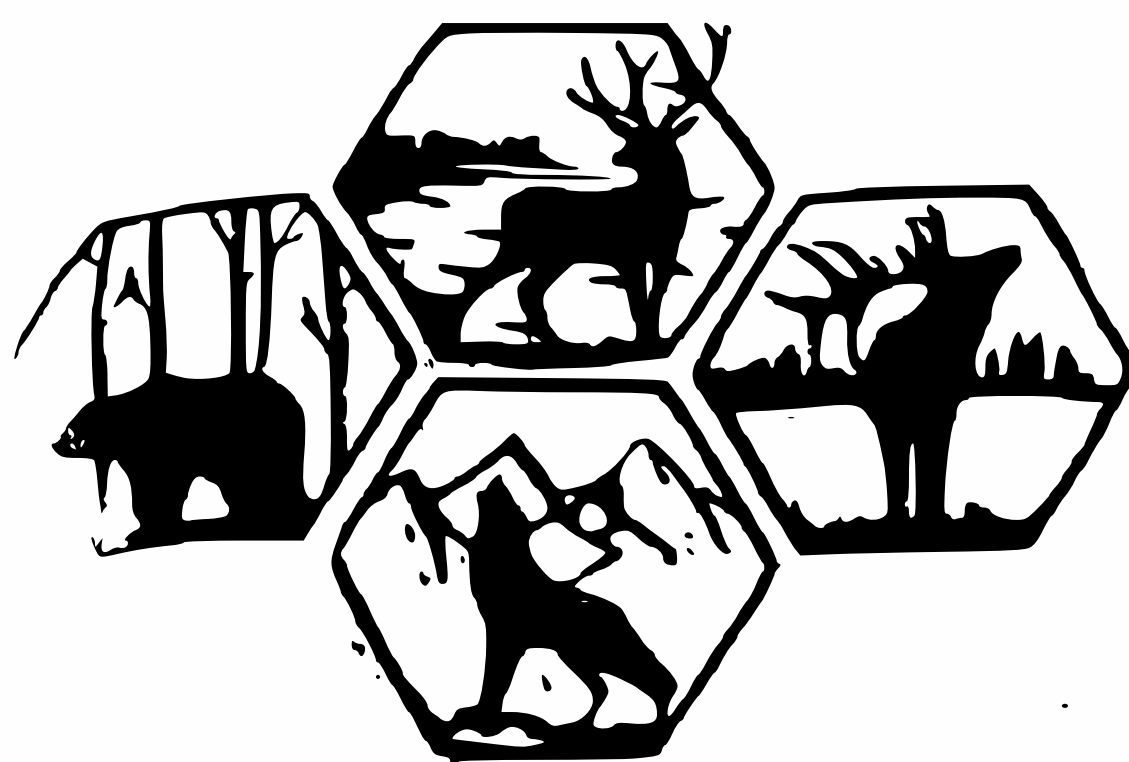
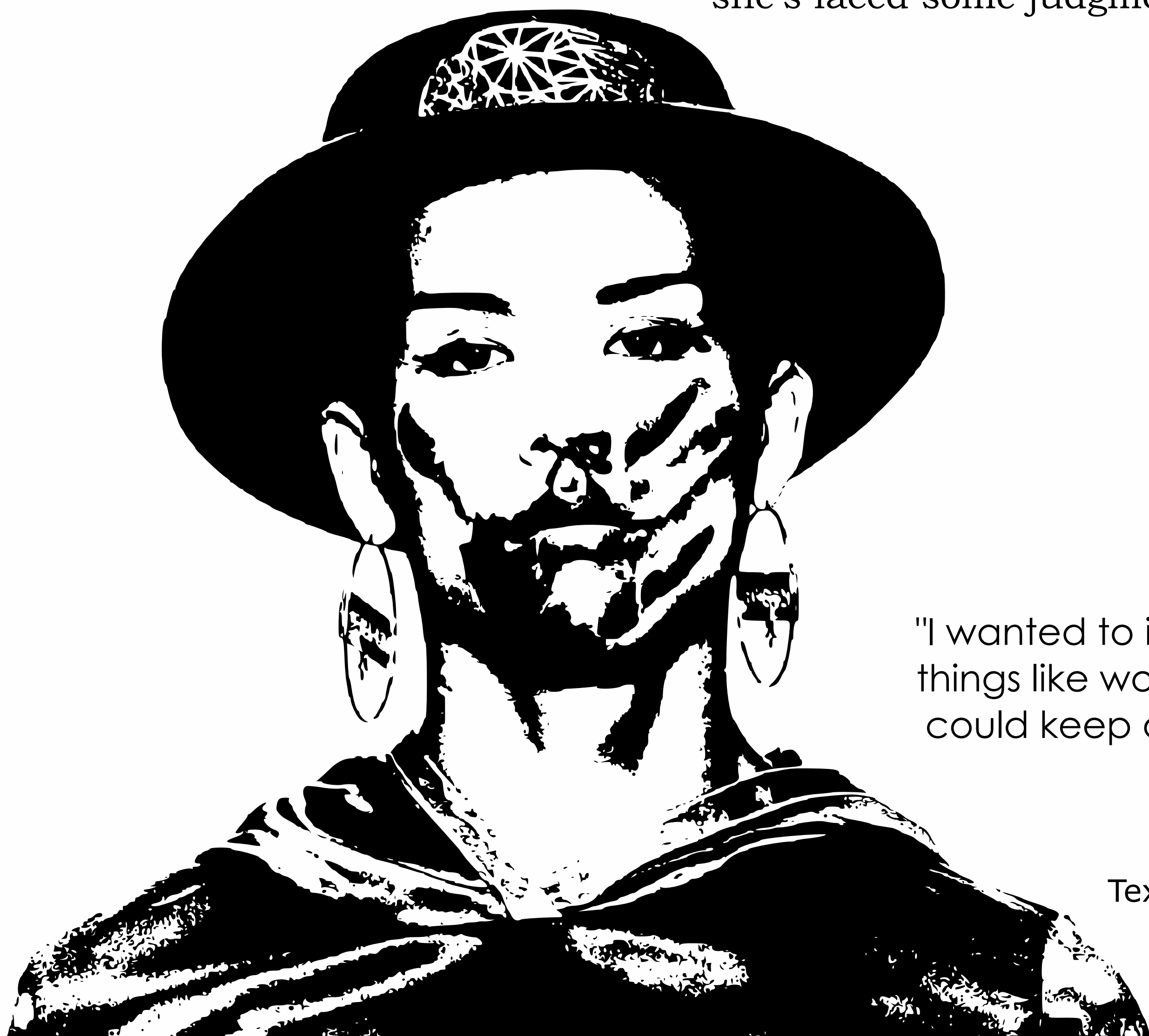


Her son needed new regalia as he grew out of his tiny-tot outfit and so she set out to make a junior boys grass dance outfit, sewn by hand and by memory of attending powwows.

Many designers sketch what they will make in advance but Setah takes a more intuitive approach.

"It seems not long ago that it was illegal to practice traditional pow-wows. This is what leads me to want to share my culture with other nationalities."

Her travel experiences have been exciting but she's faced some judgment...



"I wanted to incorporate more of our storytelling into things like women's shirts, ribbon skirts, just so that we could keep our stories alive and well in our culture."

Text courtesy of FireSideChats.ca and Global News

